



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Crossroads Media (1218)/055317791
Buyer SANTUOSO, MICHELLE
Salesperson Telerep/Washington DC, Washington DC
(1040)
Product ph: (555) 555-5555
Brand Political - Issue (1068)
Acct Types AMERICAN CROSSROADS (109861)
Est/Headline National/Political
Demo 1209/06372017
Revision
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice	643727
Inv Date	10/28/2012
Terms	Net 30
Contract	336731
Bill Type	Standard
Period	10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:06:05PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	1:00:00PM- 3:00:00	Day,F-1	10/19/12 2:26PM (Fr)	00:30		USPRTV21ACH	\$1200.00	
2.0	Spot	10:00:00AM-11:00:00	Day,F-1	10/19/12 10:10AM (Fr)	00:30		USPRTV21ACH	\$800.00	
4.0	Spot	4:00:00PM- 5:00:00	Day,F-1	10/19/12 4:38PM (Fr)	00:30		USPRTV21ACH	\$1400.00	
5.0	Spot	5:00:00AM- 5:30:00	Day,F-1	10/19/12 5:24AM (Fr)	00:30		USPRTV21ACH	\$1000.00	
6.0	Spot	7:00:00AM- 9:00:00	Day,F-1	10/19/12 7:55AM (Fr)	00:30		USPRTV21ACH	\$3000.00	
7.0	Spot	8:00:00PM- 9:00:00	Day,F-1	10/19/12 8:45PM (Fr)	00:30		USPRTV21ACH	\$6000.00	
8.0	Spot	9:00:00AM-10:00:00	Day,F-1	10/19/12 9:19AM (Fr)	00:30		USPRTV21ACH	\$800.00	
9.0	Spot	1:00:00PM- 3:00:00	Day,M-1	10/22/12 2:23PM (Mo)	00:30		USPRTV21ACH	\$1200.00	
10.0	Spot	10:00:00AM-11:00:00	Day,M-1	10/22/12 10:41AM (Mo)	00:30		USPRTV21ACH	\$800.00	
11.0	Spot	10:00:00PM-11:00:00	Day,M-1	10/22/12 10:46PM (Mo)	00:30		USPRTV21ACH	\$18000.00	
12.0	Spot	11:00:00PM-11:35:00	Day,M-1	10/22/12 11:32PM (Mo)	00:30		USPRTV21ACH	\$3000.00	
13.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/22/12 10:58AM (Mo)	00:30		USPRTV21ACH	\$2200.00	
13.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/22/12 11:34AM (Mo)	00:30		USPRTV21ACH	\$2200.00	
14.0	Spot	12:05:00AM- 1:05:00	Day,M-2	10/22/12 12:33AM (Mo)	00:30		USPRTV21ACH	\$600.00	
14.0	Spot	12:05:00AM- 1:05:00	Day,M-2	10/22/12 12:47AM (Mo)	00:30		USPRTV21ACH	\$600.00	
15.0	Spot	4:00:00PM- 5:00:00	Day,M-1	10/22/12 4:38PM (Mo)	00:30		USPRTV21ACH	\$1400.00	
16.0	Spot	5:00:00AM- 5:30:00	Day,M-1	10/22/12 5:27AM (Mo)	00:30		USPRTV21ACH	\$1000.00	
17.0	Spot	7:00:00AM- 9:00:00	Day,M-1	10/22/12 7:26AM (Mo)	00:30		USPRTV21ACH	\$3000.00	
18.0	Spot	9:00:00AM-10:00:00	Day,M-1	10/22/12 9:57AM (Mo)	00:30		USPRTV21ACH	\$800.00	
19.0	Spot	12:05:00AM-12:35:00	Day,Sa-1	10/20/12 1:02AM (Sa)	00:30		USPRTV21ACH	\$550.00	
20.0	Spot	6:00:00AM- 9:00:00	Day,Sa-1	10/20/12 6:56AM (Sa)	00:30		USPRTV21ACH	\$1600.00	
21.0	Spot	11:30:00PM-12:00:00	Day,Su-1	10/21/12 11:49PM (Su)	00:30		USPRTV21ACH	\$1300.00	
22.0	Spot	11:00:00AM-12:00:00	Day,Su-1	10/21/12 11:30AM (Su)	00:30		USPRTV21ACH	\$3000.00	
23.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	10/21/12 7:43AM (Su)	00:30		USPRTV21ACH	\$1600.00	
24.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	10/21/12 7:20PM (Su)	00:30		USPRTV21ACH	\$7500.00	
25.0	Spot	1:00:00PM- 3:00:00	Day,Th-1	10/18/12 2:59PM (Th)	00:30		USPRTV21ACH	\$1200.00	
26.0	Spot	10:00:00AM-11:00:00	Day,Th-1	10/18/12 10:17AM (Th)	00:30		USPRTV21ACH	\$800.00	
27.0	Spot	10:00:00PM-11:00:00	Day,Th-1	10/18/12 10:40PM (Th)	00:30		USPRTV21ACH	\$10000.00	
28.0	Spot	11:00:00PM-11:35:00	Day,Th-1	10/18/12 11:12PM (Th)	00:30		USPRTV21ACH	\$3000.00	
29.0	Spot	11:00:00AM-12:00:00	Day,Th-1	10/18/12 11:46AM (Th)	00:30		USPRTV21ACH	\$2200.00	
30.0	Spot	12:05:00AM- 1:05:00	Day,Th-2	10/18/12 12:25AM (Th)	00:30		USPRTV21ACH	\$600.00	
30.0	Spot	12:05:00AM- 1:05:00	Day,Th-2	10/18/12 12:51AM (Th)	00:30		USPRTV21ACH	\$600.00	
31.0	Spot	4:00:00PM- 5:00:00	Day,Th-1	10/18/12 4:20PM (Th)	00:30		USPRTV21ACH	\$1400.00	
32.0	Spot	7:00:00AM- 9:00:00	Day,Th-1	10/18/12 9:00AM (Th)	00:30		USPRTV21ACH	\$3000.00	
33.0	Spot	9:00:00AM-10:00:00	Day,Th-1	10/18/12 9:11AM (Th)	00:30		USPRTV21ACH	\$800.00	
34.0	Spot	1:00:00PM- 3:00:00	Day,Tu-1	10/16/12 2:25PM (Tu)	00:30		USPRTV21ACH	\$1200.00	
35.0	Spot	10:00:00AM-11:00:00	Day,Tu-1	10/16/12 10:57AM (Tu)	00:30		USPRTV21ACH	\$800.00	
36.0	Spot	10:00:00PM-11:00:00	Day,Tu-1	10/16/12 10:59PM (Tu)	00:30		USPRTV21ACH	\$12000.00	
37.0	Spot	11:00:00AM-12:00:00	Day,Tu-1	10/16/12 10:59AM (Tu)	00:30		USPRTV21ACH	\$2200.00	



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38.0	Spot	12:05:00AM- 1:05:00	Day,Tu-2	10/16/12 12:48AM (Tu)	00:30		USPRTV21ACH	\$600.00	
38.0	Spot	12:05:00AM- 1:05:00	Day,Tu-2	10/16/12 1:01AM (Tu)	00:30		USPRTV21ACH	\$600.00	
39.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1	10/16/12 4:38PM (Tu)	00:30		USPRTV21ACH	\$1400.00	
40.0	Spot	5:00:00AM- 5:30:00	Day,Tu-1	10/16/12 5:29AM (Tu)	00:30		USPRTV21ACH	\$1000.00	
41.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1	10/16/12 7:25AM (Tu)	00:30		USPRTV21ACH	\$3000.00	
42.0	Spot	1:00:00PM- 3:00:00	Day,W-1	10/17/12 2:25PM (We)	00:30		USPRTV21ACH	\$1200.00	
43.0	Spot	10:00:00AM-11:00:00	Day,W-1	10/17/12 10:14AM (We)	00:30		USPRTV21ACH	\$800.00	
44.0	Spot	10:00:00PM-11:00:00	Day,W-1	10/17/12 10:33PM (We)	00:30		USPRTV21ACH	\$1200.00	
45.0	Spot	11:00:00AM-12:00:00	Day,W-1	10/17/12 11:36AM (We)	00:30		USPRTV21ACH	\$2200.00	
46.0	Spot	12:05:00AM- 1:05:00	Day,W-2	10/17/12 12:26AM (We)	00:30		USPRTV21ACH	\$600.00	
46.0	Spot	12:05:00AM- 1:05:00	Day,W-2	10/17/12 12:52AM (We)	00:30		USPRTV21ACH	\$600.00	
47.0	Spot	4:00:00PM- 5:00:00	Day,W-1	10/17/12 4:19PM (We)	00:30		USPRTV21ACH	\$1400.00	
48.0	Spot	7:00:00AM- 9:00:00	Day,W-1	10/17/12 7:50AM (We)	00:30		USPRTV21ACH	\$3000.00	
49.0	Spot	9:00:00AM-10:00:00	Day,W-1	10/17/12 9:51AM (We)	00:30		USPRTV21ACH	\$800.00	
50.0	Spot	11:00:00PM-11:35:00	Per week (1),Fr	10/19/12 11:24PM (Fr)	00:30		USPRTV21ACH	\$2200.00	M/G For 3.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$135,750.00
Commission (\$20,362.50)

Total Spots 54

Net Total \$115,387.50

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.